Abstract of the Disclosure

A platen gap between a print head and a platen can be adjusted into a plurality of values. Different correction values of bi-directional printing misalignment, δG1 and δG2, which are respectively associated with a plurality of values of the platen gap, PG1 and PG2, are stored in the EEPROM 200 for use in correcting positional deviation of ink dots in bi-directional printing. A positional deviation correction section 212 selects a positional deviation correction value based on at least the value of the platen gap, and corrects the positional deviation of ink dots in bi-directional printing using the selected positional deviation correction value.